

PREMIYUM GRAIN FED EARNS SILVER AT ROYAL QUEENSLAND FOOD & WINE SHOW 2015

Atron's premium grain fed MSA brand, Premiyum, has earned a Silver medal at the esteemed 2015 Royal Queensland Food & Wine Show Branded Beef and Lamb Competition.

The Royal Queensland Branded Beef Competition is an annual celebration of Australia's finest producers, promoting excellence and showcasing the very best of Australian branded beef.

The event recruited high calibre judges from the hospitality and meat industries, including award-winning restaurateur John Kilroy of Brisbane's famous Cha Cha Char. Entries to this years' competition were up by 20% overall, with judges tasting their way through almost 60 beef and lamb entries.

Premiyum's Silver medal is a testament to the brands outstanding quality. Atron's Managing Director, David Larkin, said he was incredibly pleased with the result. "It's an honour to receive one of the industry's most coveted accolades. The medal is a priceless endorsement and a huge achievement for Premiyum as a relatively young Australian brand."



“ Thank you to our dedicated suppliers and loyal customers for your continued support of Atron's branded program. ”

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